



# FOR CONSTIPATION DUE TO MEDICATION...

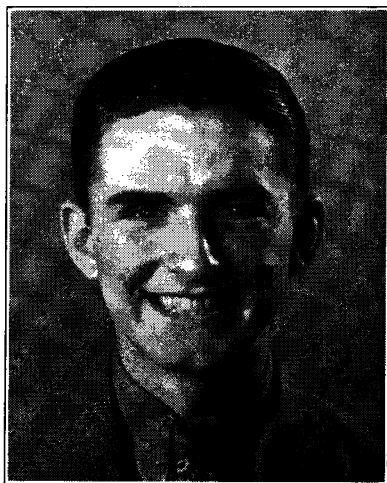


You know only too well that a number of useful, necessary medications may induce constipation as an unfortunate by-product. The normal cycle of bowel evacuations is thrown off schedule.

Petrogalar gently, persistently, *safely* helps to establish "habit time" for bowel movement. It is evenly disseminated throughout the bowel, effectively penetrating and softening hard, dry feces, resulting in comfortable elimination with no straining... no discomfort. Petrogalar is to be used only as directed.

A medicinal specialty of WYETH Incorporated, Petrogalar Laboratories, Inc. Division, Philadelphia.





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## the **EXTRA FACTOR** in mucous membrane antiseptics

Should an antiseptic be antiseptic only? Or should mucous membrane medication be only contra-congestive? Can any one preparation have BOTH these properties, yet combined with them the more important characteristic of stimulation of tissue defense mechanism?

The single purpose of most antiseptics is germ destruction. But toxicity to germs of most antiseptics is coupled in much too great a degree with toxicity to membranes—and such toxicity in an antiseptic is especially undesirable when treating infections of the mucous membrane.

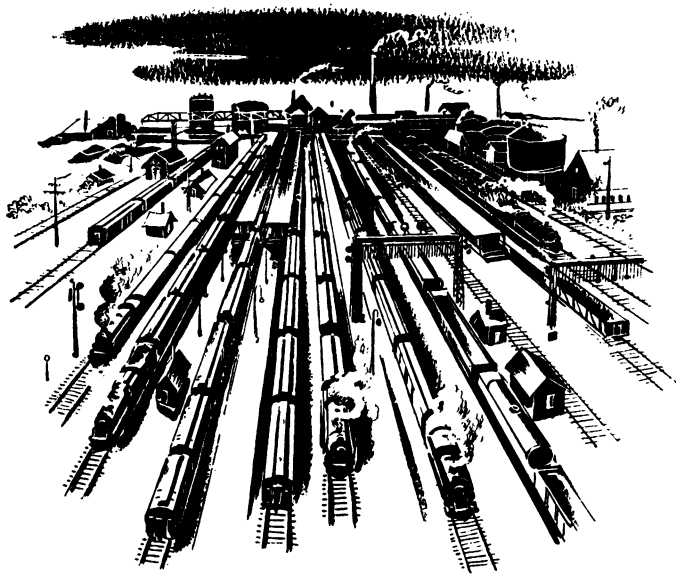
ARGYROL provides both antiseptics *and* decongestion. ARGYROL is protective, detergent, pus-dislodging, inflammation-dispelling. ARGYROL is the *physiologic antiseptic*. Write for book on Clinical Application. Please insist on ORIGINAL ARGYROL PACKAGE in ordering or prescribing.

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**ARGYROL—for physiologic  
stimulation of tissue defense function**

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**L**IKE the center of a giant spider web, threads of steel lead into Central Terminal from the far reaches of the continent. Here, cargoes from the markets of the world are unloaded, sorted, and assembled for distribution. Somewhat obscure among the many consignments are the therapeutic agents destined for the Edward Watson Pharmacy on Market Street.

As the freight terminal serves the great city, so does Pharmacist Watson's prescription department serve as the health center for his community. Pharmacist Watson prides himself on the quality and completeness of his stock. Through him, medicaments from all of the great drug manufacturers find their way to the physician's office, to the hospital, and to the home of the patient. Eli Lilly and Company, Indianapolis 6, Indiana, U.S.A.



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NOVEMBER 1944 • BULLETIN OF  
THE NEW YORK ACADEMY OF MEDICINE

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**building**

**a**

**drop**

**of**

**blood**



**HEMATOLOGISTS** have shown that various nutritional elements, coupled with iron, frequently produce a speedier and more satisfactory response in treating secondary anemias.

**VI-LITRON** Capsules supply:

**Special Liver Fraction\***

—a high concentration (55 to 1) of the anti-secondary anemia principle.

**Iron as Ferrous Sulfate**

—the form considered to be most readily assimilated and utilized.

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—deficiency of these vitamins often interferes with maximum absorption of RBC factors.

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—said to be "involved in normal erythropoiesis"; even mild deficiency may cause hypochromic anemia.

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**Liver • Iron • Vitamins**

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for Secondary **ANEMIA**

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PNEUMONIA will intrude upon the winter scene as inevitably as the wind, the snow, and the ice. This year as never before, however, the means are at hand for control of this disease by—

**Prevention**—through public health education programs.

**Early Diagnosis**—through complete and prompt physical examinations and typing of all suspicious sputa by means of the Neufeld "capsular swelling" reaction.

**Treatment with**

**Sulfadiazine**—universally regarded as the sulfonamide of choice in the treatment of pneumonia.

**Penicillin**—where the infecting organisms are sulfonamide-resistant.

**Antipneumococcal Serum Combined with Sulfonamides**—where the patient is exceptionally toxic, the prognosis is grave, or if satisfactory response to sulfonamides has not occurred in the first 24 hours.

**Supportive Measures**—including an adequate diet, oxygen if indicated, mild sedatives, and occasional stimulation.



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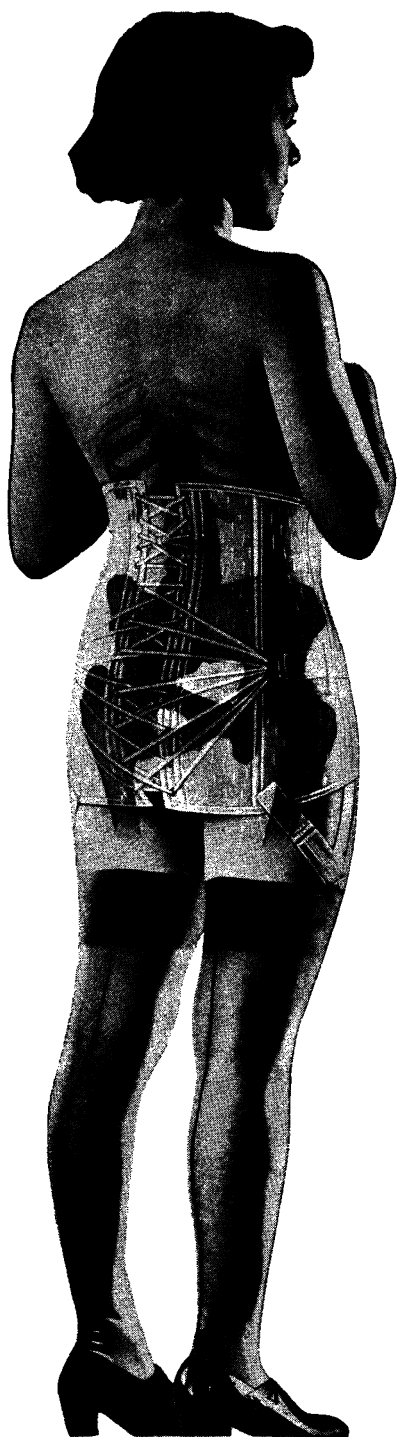
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NEW YORK



*Patient of thin type of build —  
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In conditions of faulty body mechanics, the nonuse of the abdominal muscles allows the pelvis to rotate downward and forward, bringing the sacrum up and back. There results an increased forward lumbar curve with the articular facets of the lumbar spine crowded together in the back. The dorsal spine curves backward with compression of the dorsal intervertebral discs and the cervical spine curves forward with the articular facets in this region closer together. Therefore, chronic strain of the muscles, ligaments and joints of the spine and pelvis occurs.

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*Relieving back strain and fatigue, due to faulty body mechanics is a feature of the Camp Support illustrated, and other types for Prenatal, Postnatal, Postoperative, Pendulous Abdomen, Visceroptosis, Nephroptosis, Hernia and Orthopedic conditions.*

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ALL WHO NEED IT MAY  
HAVE IT...

## PENICILLIN *Schenley*



TODAY on all our battlefronts many an Allied soldier owes his life to the fact that penicillin is now being produced in sufficient quantities to meet the most important military needs. And as military needs are more fully met, there will be increasing amounts of penicillin available for civilian use.

Contributing to this accomplishment have been the resources of 21 firms appointed by the Government to produce the precious new drug.

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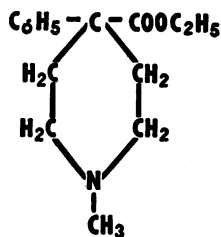
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*THE analgesic effect ap-  
pears to be between that  
of morphine and codeine,  
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Brand of MEPERIDINE HYDROCHLORIDE  
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# *Lancet*



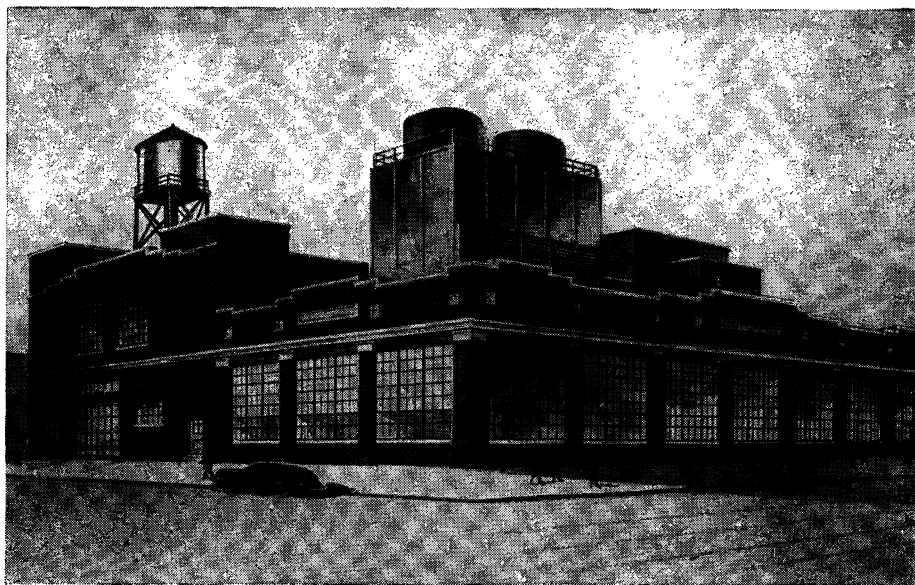
He's a man of battle. He doesn't charge in with lance at it—or its modern equivalent the bayonet, the Tommy gun, the Garand—but he's fighting for life, all the same. The lives of other men...and constantly at the risk of his own in those advanced dressing stations and field hospitals. Bombs lash down...shells burst...but he stays at his post. Once in a while he has a moment to himself. A moment of relaxation...time for a cigarette...time for a Camel. In all the services, Camel is the favorite according to actual sales records.



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# Camels

Reprint available on cigarette research—Archives of Otolaryngology, March, 1943, pp. 404-410. Camel Cigarettes, Medical Relations Division, One Pershing Square, New York 17, N. Y.



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IS PETROLATUM U.S.P.**

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Infection of burn surfaces, it is observed<sup>1</sup>, results largely from contamination reaching the burn surface following the injury.

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REG. U. S. PAT. OFF.  
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1. Ann. of Surg. 117:885 (June) 1943.

2. J. A. M. A. 122:909 (July 31) 1943.

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WITH SODIUM CHLORIDE 2%

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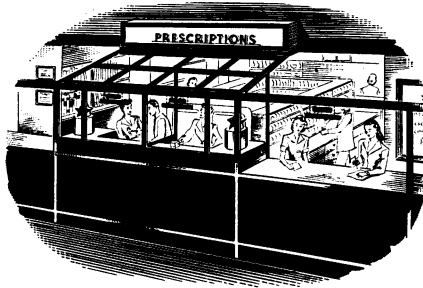
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IN MANY, if not most disease states, the therapy of nutritive failure is important in hastening convalescence and restoring the patient to a state of health.

## **The four essentials for therapy in nutritive failure include . . .**

1. **DIET:** 4,000 calories, 150 gram protein, rich in vitamins and minerals.
2. **BASIC THERAPY:** Thiamine, riboflavin, niacinamide, ascorbic acid, orally.
3. **ADDITIONAL MEDICATION:** Synthetic vitamins as indicated orally or parenterally.
4. **NATURAL B COMPLEX:** Brewers' Yeast or extract, or rice bran extract, and/or liver extract orally or parenterally.

The Squibb Laboratories provide three of the four essentials for such therapy. They provide **BASIC FORMULA VITAMIN TABLETS** for intensive **BASIC THERAPY**—note their content:

10 mg. Thiamine Hydrochloride  
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75 mg. Ascorbic Acid

This is the basic formula used by Drs. N. Jolliffe and T. D. Spies and described by the latter in his paper on **Nutritional Rehabilitation of 100 American workers for Industry.**

Squibb also provides the synthetic vitamins indicated for **additional medication** as well as the **natural B Complex factors**—the fourth essential therapy of nutritive failure.

*Sold to druggists in bulk. . . . Prescribe as few or as many tablets as may be needed. . . . The cost per tablet is surprisingly low. . . . Write for literature.*



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## "HYPO" PHOBIA

● A single injection daily of 'Wellcome' Globin Insulin with Zinc will control most moderately severe and many severe cases of diabetes. Thus it helps diminish the "hypo" phobia which so often dominates the mental attitude of patients who have been receiving several injections daily.

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'Wellcome' Globin Insulin with Zinc is a clear solution and, in its freedom from allergic reactions, is comparable to regular insulin. This new advance in insulin therapy was developed in the Wellcome Research Laboratories, Tuckahoe, New York. U. S. Patent No. 2,161,198. Available in vials of 10 cc., 80 units in 1 cc.

'Wellcome' Trademark Registered

*Literature on request*



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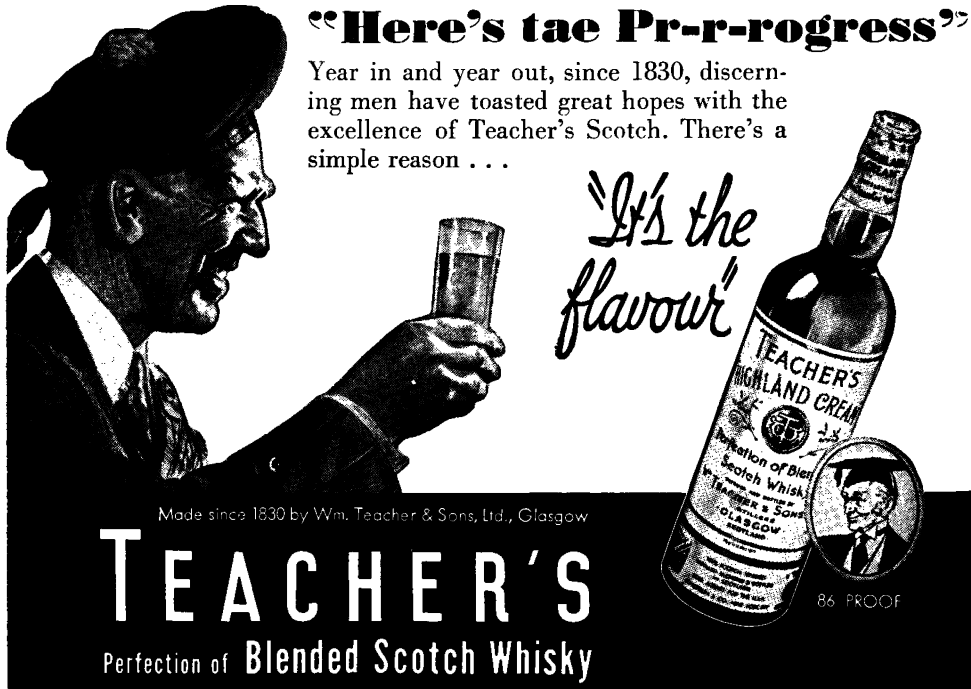
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**GLOBIN INSULIN**  
WITH ZINC

**"Here's tae Pr-r-rogress"**

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Perfection of **Blended Scotch Whisky**

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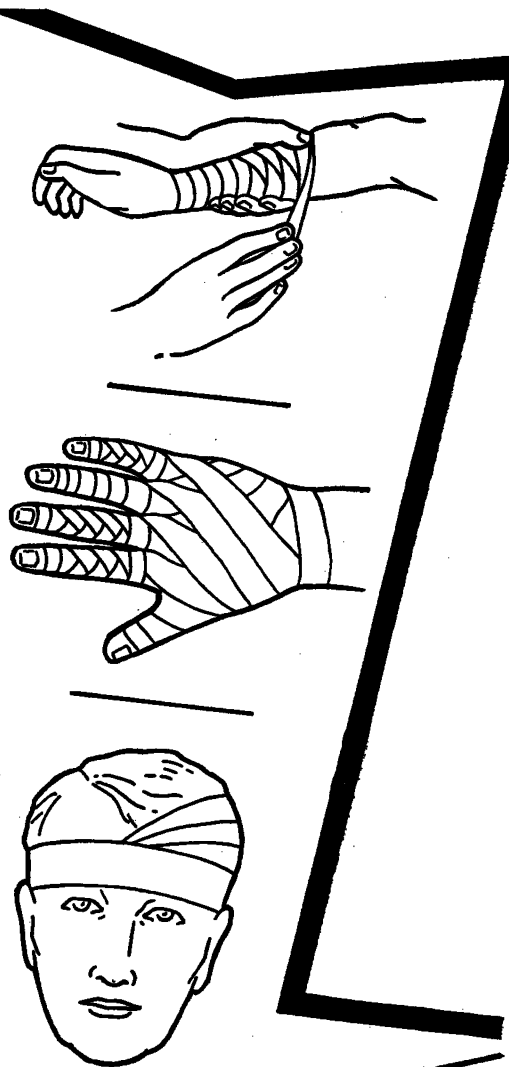
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**NUPERCAINAL** is successfully used in traumatic as well as in surgical wounds. It prevents excessive evaporation of tissue fluid, provides prolonged anesthesia thus furnishing relief from pain and itching. Gauze does not adhere to the surface or edges of wounds, eliminating painful dressings.

*One-ounce tubes**One-pound jars*

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*Literature on Request.*



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KOAGAMIN offers safe and rapid assistance in the control of venous and capillary bleeding in emergencies, surgery, hemorrhagic diseases, abnormal bleeding and certain blood disorders.

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FROM TIME TO TIME, many physicians may ask themselves, "Shall I prescribe buttermilk—or would *Acidophilus* be worth its slightly higher cost?"

If the disorder under treatment is in-

testinal, a helpful guide is this: *It is an established fact that the only organism in the sour milk group which will live and grow in the intestinal tract is L. acidophilus . . . present only in Acidophilus.*

**In prescribing Acidophilus, remember that Walker-Gordon Acidophilus has three important advantages:**

1. It is prepared from Walker-Gordon Certified Milk — (2% butter-fat) —acknowledged to be the finest milk in the world.
2. The *L. acidophilus* present are a highly active strain of human origin.
3. Tests at times of bottling show bacilli counts averaging over 500,000,000 per c.c.—considerably above the acceptable standards.

***We believe that it is impossible to buy a more effective Acidophilus—anywhere***

## WALKER-GORDON Acidophilus

(For information on clinical tests with Walker-Gordon Acidophilus, write to Walker-Gordon Laboratories, Inc., Plainsboro, New Jersey.)

**Phone the nearest Borden branch, or call WALKER 5-7300. Or order it from your milkmen.**



## TOO HIGH FOR SAFETY

*When blood pressure rises to dangerous heights, safety demands the use of an effective hypotensive agent.*

**HEPVISC** is a peripheral vasodilator that lowers systolic and diastolic pressures to more secure levels. This desired action is produced gradually and safely. Moreover, the beneficial effect of HEPVISC persists for some time after the medication has been withdrawn.

HEPVISC points to its record of dual success with justifiable pride. *First*, HEPVISC'S prompt vasodilatation brings about a gradual descent of blood pressure. A reduction of 20 to 30 mm. is usually observed within 4 hours. *Second*, HEPVISC provides relief from headache and other symptoms in over 80% of cases. Complete failures are uncommon.

### Formula

Each HEPVISC tablet contains 50 mg. *Viscum album*, 60 mg. desiccated hepatic substance and 60 mg. insulin-free pancreatic substance. **DOSAGE:** 3 to 6 tablets daily in divided doses before meals. Bottles of 50, 500 and 1000 tablets.

PROFESSIONAL SAMPLES  
ON REQUEST.

# HEPVISC

**For Safe, Sustained  
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*Service to the*



*Ophthalmologists*

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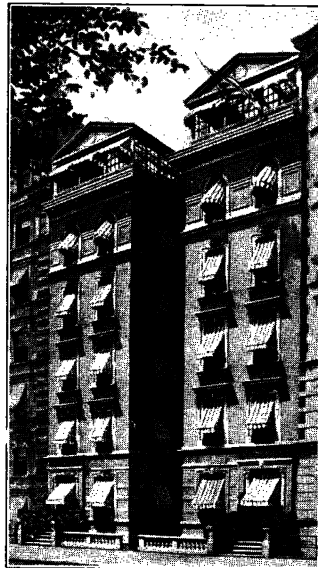
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This hospital has specialized solely in addictions for over forty years. The treatment is a hospital procedure and provides a definite means of eliminating the craving and the toxic products of alcohol and drugs. Complete department of Physical Therapy for physical rebuilding and appreciating the seriousness of the mental side of the alcoholic problem, we devote the convalescent period to minimizing the possibility of relapse.

*Complimentary Copy "Drug and Alcoholic Sickness" Sent on Request*

SCHUYLER 4-0770



# SEALSKIN

## LIQUID PLASTIC SKIN ADHESIVE

Archives of Surgery, Dec. 1943—Reprint on request.

SEALSKIN is a liquid plastic skin adhesive and coating with active ingredients polyvinyl butyral, castor oil and isopropyl alcohol. It is used for direct attachment of dressings to the skin and as a protective covering for the skin over non-infected wounds, cuts or abrasions or as a protective coating to prevent excoriation of the tissue in cases of draining fistulae, colostomies and the like.

### FEATURES . . .

By direct attachment of the dressings to the skin the often cumbersome bandage is eliminated and only the limited area of the dressing is covered. This method of adhering dressings is especially useful where the pressure of a bandage will retard healing. It is easily applied and removal is accomplished without residual debris and pulling out hair. It offers the advantage of freedom from toxic and allergic effects. On a test with 53 patients, 24 of whom were known to be allergic to adhesive plaster, only 3 became sensitized to the SEALSKIN solution after the eighth day of repeated application. The dried film of SEALSKIN is elastic and has an unusually high tensile strength permitting free movement without discomfort from pulling. The solution is practically colorless and does not stain. Since it is impermeable to water, oils, soap, weak acids and alkalis, urine, body fluids such as intestinal contents, and many common solvents, it affords an ideal protective covering. Since the solvent is isopropyl alcohol rather than ether which is normally used in the colloidion solutions, evaporation of the solvent from the solution in the jar is slow.

### SUGGESTED USES . . .

To adhere dressings to the scalp, neck, eye, ear, chest, perineum, rectum, axilla, and other areas usually difficult to dress.

For securing post-operative dressings, stockinette, felt pads and other materials to the skin.

Affords a convenient antiseptic covering after hypodermic injections and transfusion.

Provides a protective skin coating in draining fistulae and colostomies, in which cases aluminum powder can be incorporated in the liquid.

As a first aid dressing in industrial plants, it provides a flexible coating allowing for free movement. Coating is impermeable to water, oil, weak acid and alkalis and many solvents.

For adhering bandages in skin traction of fracture cases.

For cosmetic effect after suture removal, apply droplets to areas after sutures are removed . . . draws the skin out.

As a seal for museum jars.

It has been combined with medication for treatment of various skin conditions. For example, it has been used with success incorporating a mild alkali for the TREATMENT OF CHIGGER BITES.

It is useful for post-operative wound dressings, where edges have to be approximated or where it is desired to remove the tension from sutured wounds.

As a preliminary coating on skin before applying adhesive bandage, it prevents slipping, reduces allergic reaction, and eases removal of the adhesive bandage.

Skin areas coated with SEALSKIN provide a secure hand purchase for reduction of fractures.

As a dressing for umbilical hernias in infants.

SEALSKIN is supplied in two viscosities: SEALSKIN Regular for adhering small dressings to the skin and for use as a protective coating, and SEALSKIN Viscous for large dressings or where extra adhering strength is required.

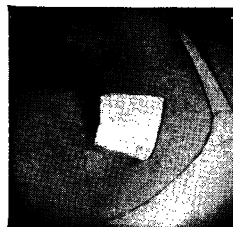
J-500 SEALSKIN .....per 4 oz. jar \$1.25  
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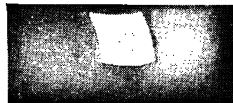
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1.



2.



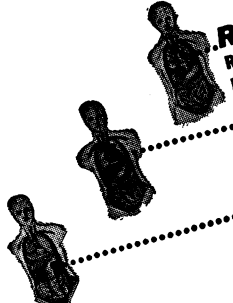
3.



4.

### AS APPLIED:

1. to the face
2. to the armpit
3. to the anti-cubital fossa
4. in skin traction of fracture cases



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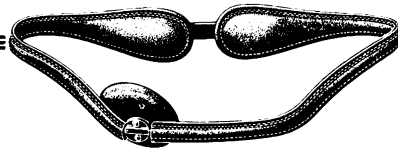
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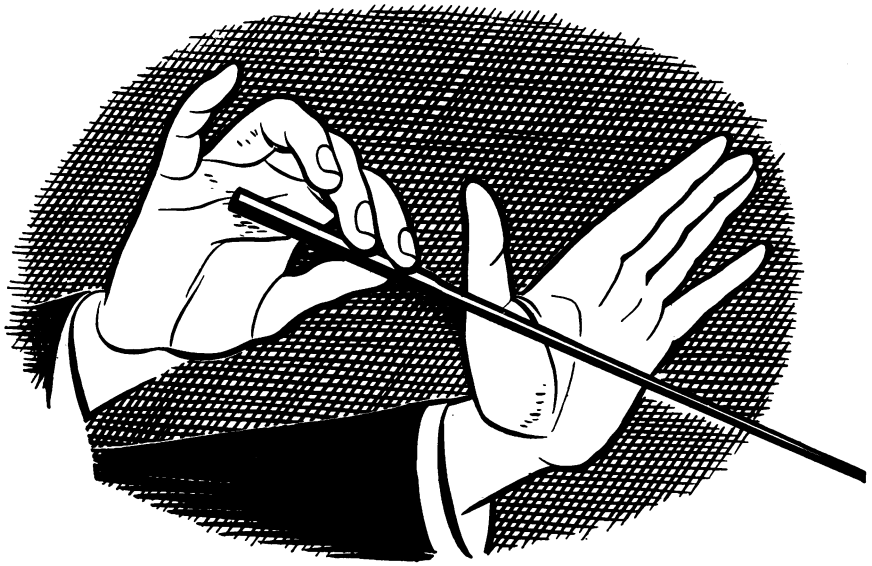
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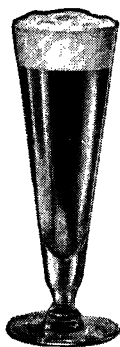
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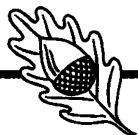
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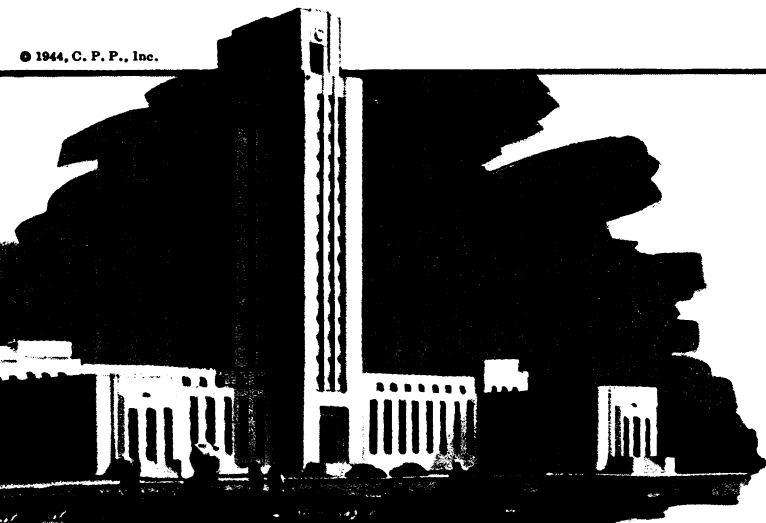
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